

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

Please cancel claims 1-11 and insert new claims 12-18.

1-11. (Canceled)

12. (New) A process of forming, on an outer surface of a tire, a color-contrasting motif comprised of at least one uncured colored rubber mix, the process comprising the following steps:

- a) preparing an uncured blank of a tire to be molded;
- b) depositing uncured colored rubber in a cavity formed in at least one insert, the colored rubber being color-contrasting with respect to the blank, the cavity having the general form of the color-contrasting motif to be molded and having a total volume ( $V_0$ ), the total volume of uncured colored rubber ( $V_1$ ) deposited in the cavity being less than the volume ( $V_0$ ), wherein the uncured rubber comprises a plurality of layers of different respective colors, the layers being deposited successively one upon the other during step *b* such that a subsequently-deposited layer has at least a portion thereof projecting beyond a periphery of a previously-deposited layer; thereafter
- c) mounting the at least one insert in a recess provided in a molding surface of a mold for the tire;

- d) engaging the blank within the mold;
- e) vulcanizing the uncured blank and the uncured colored rubber, wherein the vulcanized colored rubber forms a multi-colored motif; and
- f) removing the at least one insert from the motif to reveal the multiple colors which are visible to an observer of the motif.

13. (New) The process according to claim 12 wherein the volume (V0) of the cavity is such that the volume of non-vulcanized colored rubber (V1) is less than 80% of the total volume (V0).

14. (New) The process according to claim 12 wherein the cavity comprises, on at least one wall thereof, at least one recess which is left empty of non-vulcanized colored rubber following step *b*.

15. (New) The process according to claim 12 wherein the last-deposited layer is arranged to retain all remaining layers in the cavity during mounting of the insert in the mold.

16. (New) The process according to claim 12 wherein following step *c*, a portion of the insert protrudes from the molding surface so as to mold, in the tire, at least one groove bordering the motif.

17. (New) The process according to claim 12 wherein the at least one insert comprises a plurality of insert, and step *c* comprises mounting the inserts in

respective recesses of the molding surface such that multiple motifs are formed in the same sidewall of the tire.

18. (New) The process according to claim 12 wherein step *b* comprises inserting a first layer of uncured colored rubber into a subcavity defined within the cavity, and then depositing a second uncured colored rubber onto the first layer; the first layer being of a volume less than a volume of the subcavity.